

Message Text

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PAGE 01 KUALA 01458 160540Z

16

ACTION EA-09

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R 160238Z MAR 76
FM AMEMBASSY KUALA LUMPUR
TO USDOC WASHDC
INFO AMEMBASSY JAKARTA
AMEMBASSY SINGAPORE
SECSTATE WASHDC 2763

UNCLAS KUALA LUMPUR 1458

E.O. 11652: NA
TAGS: BEXP, MY, SN
SUBJ: USAQUIP '76

REF: USDOC 03427

1. AFTER CAREFUL ANALYSIS, EMBASSY DOES NOT BELIEVE ADDITION OF AGRICULTURAL EQUIP AS FOURTH THEME FOR USAQUIP '76 (AS ANNOUNCED REFTTEL) WILL SERVE ANY USEFUL PURPOSE. DESPITE FACT THAT GOM WILL UNDOUBTEDLY DEVOTE SUBSTANTIAL RESOURCES TO AGRICULTURAL SECTOR OVER NEXT FIVE YEAR PLAN PERIOD, MUCH OF THIS WILL GO TO LAND CLEARING AND IRRIGATION SCHEMES. THE LARGER PART OF NEW LAND MADE AVAILABLE WILL BE DISPENSED BY GOM TO LOW INCOME FARMERS AS SMALLHOLDINGS FOR RUBBER, PALM OIL OR RICE CULTIVATION. NONE OF THESE PLOTS WILL BE PARTICULARLY CAPITAL INTENSIVE, AS LEAST INsofar AS SMALL-HOLDERS ARE CONCERNED, AND WE DO NOT BELIEVE U.S. AGRICULTURAL EQUIP IS GENERALLY SUITABLE FOR THIS TYPE OF CULTIVATION.

2. AN ADDITIONAL OBJECTION IS POSED REGARDING FURTHER DILUTION OF USAQUIP '76 FROM THREE THEMSES TO FOUR. WE STRONGLY BELIEVE THAT BEST APPROACH TO TRADE PROMOTION IN MALAYSIA IS FOCUS ON SPECIFIC MARKET SECTOR, NOT BRAOD-BRUSH, SHOPPING CART APPROACH REPRESENTED BY SHOWS IN WHICH MANY UNRELATED THEMES ARE PUSHED AT SAME TIME. IN ORDER TO DO JUSTICE TO EXHIBITORS AND TO ACHIEVE DESIRED LEVEL OF MARKET PENETRATION, EXHIBITION SHOULD BE LIMITED TO NO MORE THAN THREE THEMES.

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PAGE 02 KUALA 01458 160540Z

ANYTHING FURTHER WILL BE DIFFICULT TO ADEQUATELY SUPPORT WITH

OUR LIMITED RESOURCES AND COULD BE LITTLE MORE THAN PUBLIC
RELATIONS EFFORT.

3. IN VIEW THESE CONSIDERATIONS, EMBASSY RECOMMENDS AGRICULTURAL
EQUIPMENT BE DROPPED AS THEME FOR USAQUIP '76. PLEASE ADVISE.
UNDERHILL

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NNN

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